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## PRESS RELEASE

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### IMA-EUROPE DIRECTOR THANKSGIVING MESSAGE

As the leaves change to their fall colors here in Europe, it strikes me that this year's Thanksgiving holiday season really carries two themes: appreciation of life's blessings and our ability to adapt to new situations.

In the fall of 1621, English Pilgrim's not far from Plymouth Rock received an incredibly valuable gift. They were taught by Native Americans how to adapt to a new environment that was exciting, challenging and perilous.

Using their newfound skills to hunt, fish, plant crops and build shelters enabled the Mayflower colonists to survive that and future winters; a dramatic improvement over the previous year in which almost half their population was lost.

If we think of the Mayflower colony as an "organization" or "enterprise," we could say that they radically shifted their "business practices." That transformation enabled them to move from perceived scarcity to effective use of the resources that literally surrounded them.

Change didn't come easily for the colonists. Their social structure and ways of doing business were centuries old. Adaptation, however, was the better alternative to starvation. Ultimately, new skills, better organization, interdependence and smart use of resources set the course for their fledgling country's unlimited future.

While today's challenges are more complex than a New England winter, 21st century Americans also live in perilous times. We are blessed with technology, initiative and a shared vision that our founders could not have imagined. And yet, a global war against

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terror and the devastation of natural disasters at home present challenges no less daunting or historic.

Today, the Installation Management Agency is a leader in America's transformation of its military. Our job is to leverage human and physical resources to feed, shelter and provide training facilities for the soldiers who protect our nation. Providing the best possible support to soldiers' families is an equal part of that mission.

As we enter the winter of 2005, we should be proud and thankful for the successes IMA-EURO has achieved this year.

Our effort to standardize the organization and services of our garrisons has gained real momentum. Last month's redesignation of our Area Support Groups and Base Support Battalions was more than symbolic. It represents a new mindset, a whole new approach to how we deliver services and raise expectations.

Meeting the goals of Army installation transformation isn't easy. Like other federal organizations, we cannot assume that budgets or staffing will increase. Financial constraints are simply a fact of life that will be with us for the foreseeable future.

In the coming year, IMA will aggressively compete for resources. But ultimately, success will be gauged by our ability to achieve greater efficiencies with existing assets. Using our better metrics of analysis, innovation, skill...and persistence, we will continue to improve our support for soldiers, civilians and family members.

As busy as we are, it's important to keep perspective on our challenges and accomplishments. We need to thank those around us – at home and at work; we need to fully appreciate each other's daily contributions; and we need to embrace and encourage the fresh new ideas that foster positive change.

More than 380 years ago, the wisdom and bravery of transformation meant the difference between success and failure for a small group of English colonists. Today, we continue to benefit from their legacy. We listen, learn, adapt, and improve our ability to care for each other.

As I look out my window here in Heidelberg, the air is crisp, the fall leaves are beautiful and I hear the happy voices of children at our daycare center. There is much to be grateful for this Thanksgiving season.

Mr. Russell Hall  
Region Director  
IMA-Europe